


To: The Honorable Mayor and City Council

From: Jeff Geimer, Director of Parks and Recreation 

Date: February 14, 2012

RE: Naming Rights for Parks and Recreation Buildings and Facilities

RECOMMENDATION

The North Miami Parks and Recreation Commission is recommending that the Mayor and City Council direct staff to create a policy naming current and future Parks and Recreation Department buildings and facilities after corporations and/or philanthropists based on certain levels of contributions.

BACKGROUND

The Parks and Recreation Department provides recreational based services to the community through its athletic facilities, centers, parks, pool, tennis complex, general programming and special events. While the Department supports more individuals each year, funding for administration, operations and maintenance continues to decline.

In order to increase revenues for facility operations, programming and special events, the Parks and Recreation Commission is recommending that the naming rights for buildings and facilities be offered to corporations and/or philanthropists. By seeking and securing revenues from alternate sources, the Parks and Recreation Department will be able to continue supporting current programs and enhance its centers and facilities.

Staff would be responsible for developing a policy that would be brought back to the Mayor and City Council for adoption at a future meeting.

ATTACHMENTS

Parks and Recreation Commission – January 2012 Meeting Minutes

City of North Miami
Parks and Recreation Commission
January 5, 2012

The regular meeting of the City of North Miami Parks and Recreation Commission was held in the City council Chambers on the second floor in City Hall on January 5, 2012. The meeting was called to order at 7:05 p.m.

COMMISSION MEMBERS PRESENT

Nancy Bloom, Chairperson
Karen DeLeon, Parliamentarian
Dick Cumberland
Eddie Molliner

Evans Henry
Martine St. Aime
Dr. Enoch Milien

COMMISSION MEMBERS ABSENT

Lucie Tondreau

Charles Nacivre

CITY STAFF PRESENT

Jeff Geimer, Director of Parks and Recreation

APPROVAL OF MINUTES

Following the Flag Salute and roll call, Chairperson Bloom made mention that there has not been a quorum meeting since August and moved to pass over approving the minutes.

DIRECTOR'S REPORT

Director Geimer talked about the inserts that were placed in each Commission members folder. The first one was the Parks and Recreation Commission codes. He broke down each section and commented on a few of them.

OLD BUSINESS

Cagni Park is next to the North Miami High School. The city is still working with the school board on a couple of issues. The basketball courts are experiencing some major cracking and we have not accepted them in their current form. The school board is working with their contractor on the courts. We will be utilizing the fields for programming.

Director Geimer informed the Commission that the destruction of the old high school has been completed and the gymnasium renovations will start in March. The funding will be 70% city and 30% school board. The rebuilding of Cagni Park North amenities should start in April.

Pepper Park is well on its way. Within the last 3 weeks the metal structure for the gymnasium is up. Construction is on schedule and we are still anticipating a July Grand Opening. The center does not officially have a name yet. He expects it to be named within the near future. It's a 20,000 square foot facility and it is called the other gymnasium. The city will have 2 gymnasiums. There will be a teen lounge/youth center, computer lab, fitness room/multi purpose and a nice gallery area space for meetings and gathering. There is a patio area being built towards the west. The site had to be capped and the city requested it to be developed for fields. It will be filled with clean fill and seed it with grass. If the fields never get built, then it will be an open area. This is the city's first new building built since the 1960's. This location will be a good area for a walking trail within the boundaries of the park. The funding is not available right now.

Rucks Park is also referred to Pioneer Gardens and located on NE 137 Street and 5 Avenue. The land use to be the water plant and nursery and it is now an empty piece of land. The CRA was going to make affordable housing on the land, but the market turned and it wasn't affordable anymore. The CRA has turned the land back over to the City to make a park. The City has been allocated approximately \$5 million through the Building Better Communities general obligation bond. The County has been holding a number of discussions on how to bond the money for the future. The item has been before the County Commissioner a few times and has been getting tabled. The land will have to be capped with clean fill.

NEW BUSINESS

Director Geimer welcomed the New Board Members. Chairperson Bloom commented on how nice the location of the Commission Holiday Party was at the Judson Community Center. Commissioner DeLeon asked that Director Geimer please consider combining the Commission Party with the Parks and Recreation Party during the day next year.

A question was asked about the naming of the center. The Commission wanted to know if the naming was going to be based on donations or contributions.

The commission would like to see the building get named through a donation instead of a persons name that is decided on by the Council.

RESOLUTION Suggestion

Commissioner DeLeon would like to recommend to council that they research the possible naming rights of the various new facilities and fields coming on line this year to be used as a fundraiser to enhance parks and recreation programming and facilities overall. Commissioner Molliner seconded the motion. It was passed unanimously. It is now open for discussion.

Director Geimer will draft up a resolution and it will go on the City Manager for review and future action.

UPCOMING EVENT

The Farmers Market is on week 6 and it is taking off. A grant was received for \$10,000 to kick start the market. The grant will cover 20 markets through the end of March. There are approximately 15 vendors each week. The market is on Thursdays. The time will change to 11 am – 6 pm per request. We have a part-time employee running the market for the City.

Director Geimer promoted City events by giving each member a flyer and a brief description of each event.

FEBRUARY COMMISSION MEETINGS

The next Commission Meeting will be held on February 2, 2012 in the City Council Chambers at City Hall.

ADJOURNMENT

The Parks and Recreation Commission Meeting was adjourned at 8 pm.

Respectfully submitted,



Jeff Geimer
Director of Parks and Recreation